Lincoln Month

January 6, 1941 No. 631

MONDAY MORNING MESSAGE

To Lincoln Life Field Men

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY OF FORT WAYNE, INDIANA

FEBRUARY IS LINCOLN MONTH

February offers you, as an LNL representative, an unusual opportunity. This Message sets out in detail the Lincoln Month program which is available to you next month. But to make the most of this opportunity will require planning and preparation on your part. We suggest that you lay your Lincoln Month plans early.

THOSE of you who have already participated in Lincoln Month activities are well aware of the many ways in which you can be of service to your community in observing Lincoln's birthday, and at the same time create desirable publicity and make useful personal contacts yourself. In this Message we suggest and describe the special material and program open to you this February, as a representative of the Company which bears the name of Lincoln and sponsors the Lincoln National Life Foundation.

The Patriotic Theme

This year the emphasis upon the patriotic theme in your Lincoln Month program will be most appropriate and effective. Therefore, the new display panel this year is built around a Lincoln patriotic quotation. This new "Patriotic Quotation" panel is illustrated on this page. It is most striking and colorful with the patriotic combination of red, white and blue predominating.

The quotation is from Lincoln's Message to Congress of July 4, 1861.

The panel is prepared for insertion in the heavy wooden display frame which so many of you already have. The price of the new panel alone is $1.00. If, however, you require the frame also, the price of the display complete is $3.50. It should be understood, of course, that the panel is demountable so that the frame may be used for any of the many other panels now available or to be made available later.

"SURELY EACH MAN HAS AS STRONG A MOTIVE NOW TO PRESERVE OUR LIBERTIES AS EACH HAD THEN TO ESTABLISH THEM"
A. Lincoln
YOUR NAME HERE

The New Patriotic Quotation Display

Other Panels

Pictured on the next page are two of the other panel displays available—the "Lincoln Occupations" display and the "Lincoln Beard" display. These are available either with or without the frame. The price of each panel alone is $2.50; the price of the frame, $2.50.

Panel displays are designed for exhibition in:

- Large store windows.
- Lobbies of office buildings, stores, banks, and hotels.
- Book or picture sections of department stores.
- Public libraries, museums, schools, public buildings and clubs.

Patriotic Placards

This year the Lincoln placards, which proved

so popular in 1940, will be more appropriate than ever for display in store windows and on counters.

The color combination is red, white and blue. Lincoln's words are large and legible.

At the low price of 25c per set of 4 you can afford to distribute several in your community.

Other Displays

One of the newer displays is the Gettysburg Address display. The display is especially adapted to store windows and schools.

The price of the display complete is 40 cents.

Again available this year is the always popular Lincoln Cabin display for the standard price of $2.00.

Luncheon Souvenirs

Club luncheon tables are excellent spots for small Lincoln mementos, such as the Gettysburg Address, the small Brady photograph, the Lincoln leaflets, or one of the "Little Known Facts" booklets.

The enclosed Lincoln Material order blank lists the names and prices of these booklets and leaflets in detail.

Lincoln's Speeches

Schools and clubs will present Lincoln programs in February. You will have requests for prepared speeches on Lincoln. Dr. Warren has prepared three: "Lincoln, the Patriot." "Lincoln, the Lawyer," and "Lincoln's Occupations."

In addition, there is a Lincoln one-act playlet, "Lincoln Grows a Beard," written for use in the schools. Speeches and playlet are available without charge.

Things You Can Do

Use a Panel Display—If possible, exhibit at least one panel display in your community. Such a display is timely and attention getting. Moreover, all displays bear your name and advertise you.

Use Patriotic Placards—Arrange to place these placards in several of the stores and public places in your community. The price of this display is such that you can afford to make free use of it.

Contact Luncheon Clubs — Furnish Gettysburg Addresses, Lincoln booklets or Brady photographs as favors.

Contact Teachers—Each class will have a Lincoln program. The teachers will appreciate any help you can give here. Make use of the playlet here.

Contact Libraries—The librarian will welcome a Lincoln display in February.

Contact Professional Men—A lawyer will appreciate one of the Lincoln portraits for his office.

Contact Scout Leaders—Remind leaders of the Boy Scout pilgrimage to a Lincoln shrine. Write the Lincoln Foundation for details. Furnish scouts the new booklet, "Boyhood Adventures of Abraham Lincoln," built around the four Scout laws.

Contact Program Chairman—You can help program chairmen to arrange their Lincoln day programs. Here are some suggested groups for contact:

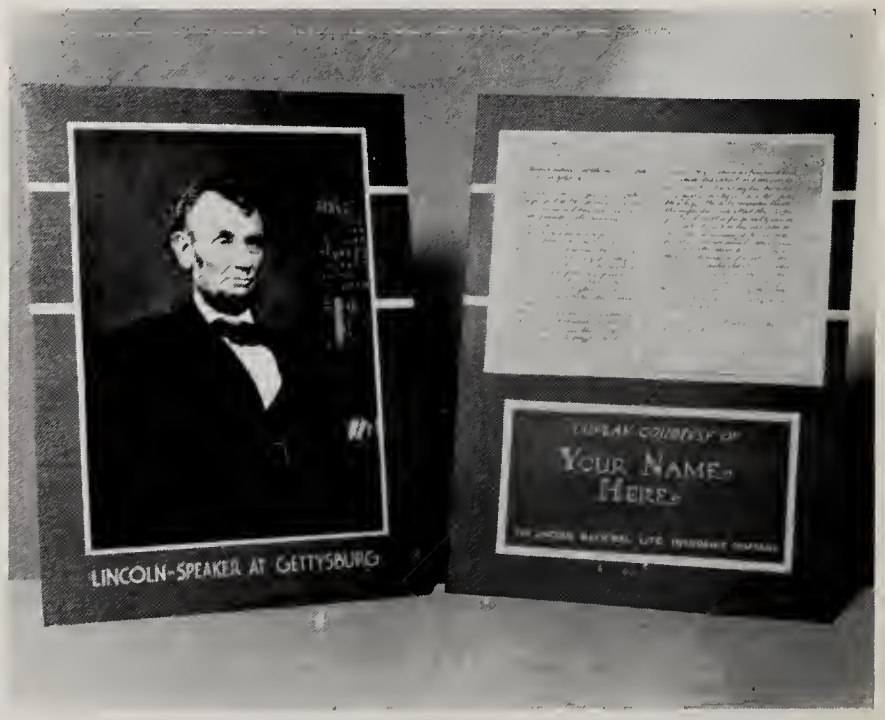
Advertising Clubs, American Legion, Athletic Clubs, Bar Associations, Business and Professional Women, Churches, Daughters of American Revolution, Grand Army of the Republic, Historical Societies, Knights of Columbus, Lodges, Luncheon Clubs, Women's Clubs, Young Men's Christian Associations, etc.

Lay your Lincoln Month plans now. Remember it takes time to make your preliminary contacts and arrange for displays. Place your order as soon as possible, using the enclosed Lincoln Material order blank.

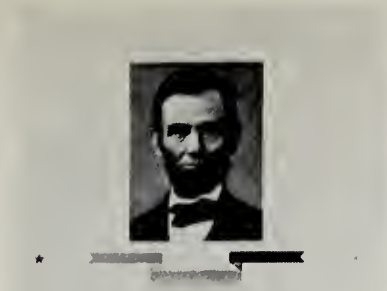
The Cabin Display

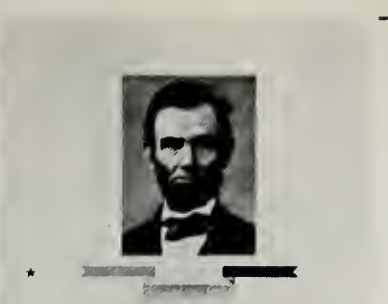
The Lincoln birthplace farm in miniature. Exhibit covers space 40″ by 50″. Cost $2.00.

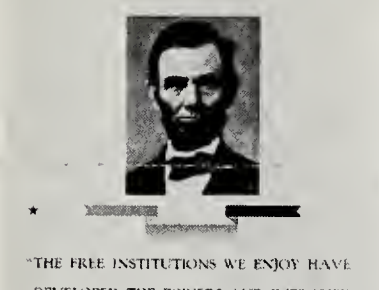
The Gettysburg Address Display

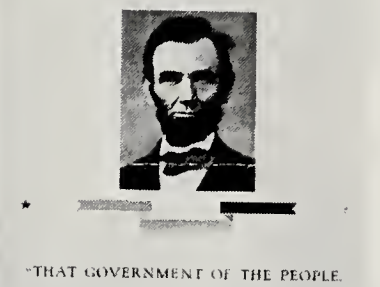


Size of each board 21″ by 28″. Cost complete 40c.


"MOST GOVERNMENTS HAVE BEEN BASED,
PRACTICALLY, ON THE DENIAL OF
THE EQUAL RIGHTS OF MEN, OURS
BEGAN BY AFFIRMING THOSE RIGHTS"
Abraham Lincoln


"YOU CANNOT, IF YOU WOULD BE
BLIND TO THE SIGNS OF THE TIMES
I BEG OF YOU A CALM AND
ENLARGED CONSIDERATION OF THEM"
Abraham Lincoln

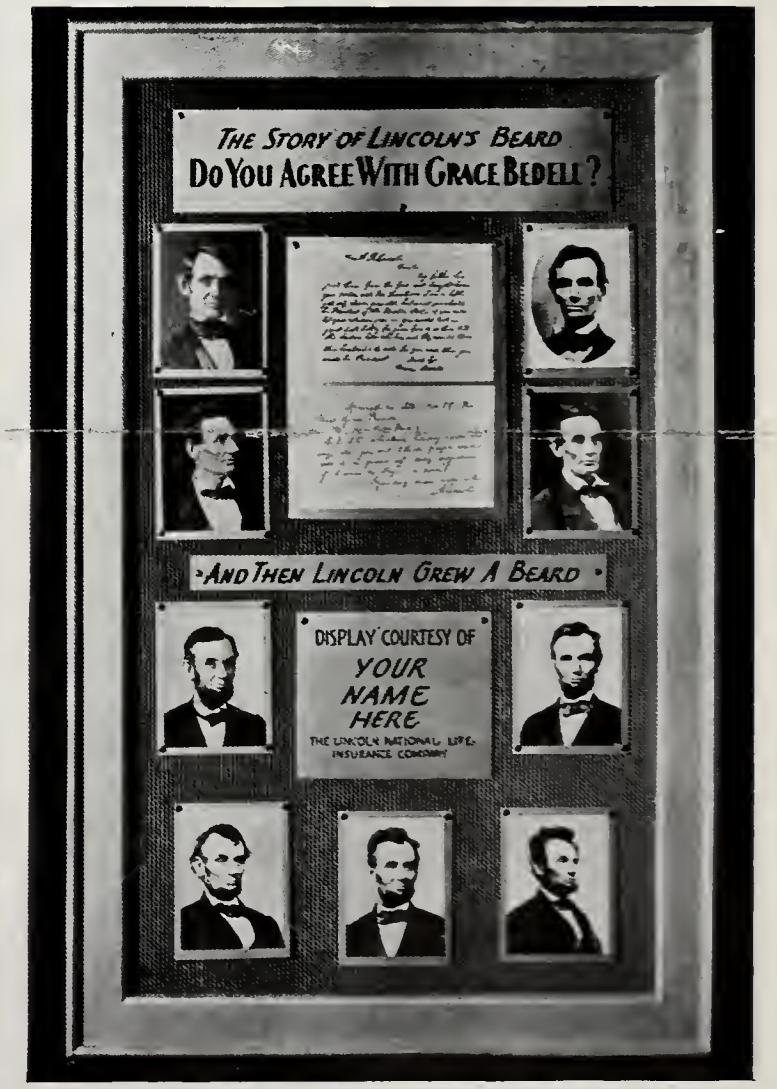

"THE FREE INSTITUTIONS WE ENJOY HAVE
DEVELOPED THE POWERS AND IMPROVED
THE CONDITION OF OUR PEOPLE BEYOND
ANY EXAMPLE IN THE WHOLE WORLD"
Abraham Lincoln



The Patriotic Placards

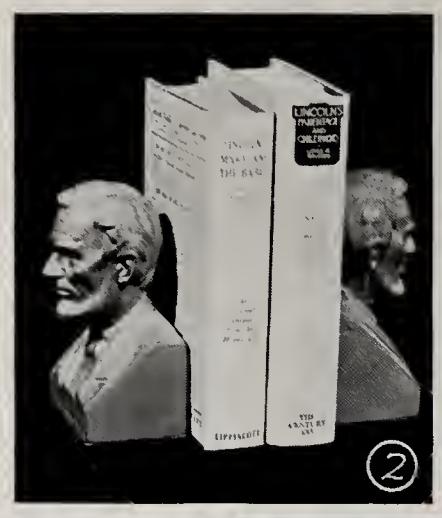
More appropriate than ever are the patriotic placards pictured here. Size 14" x 20". Color combination red, white and blue. Easel back. Set of four — 25c. Price includes your personal imprint.

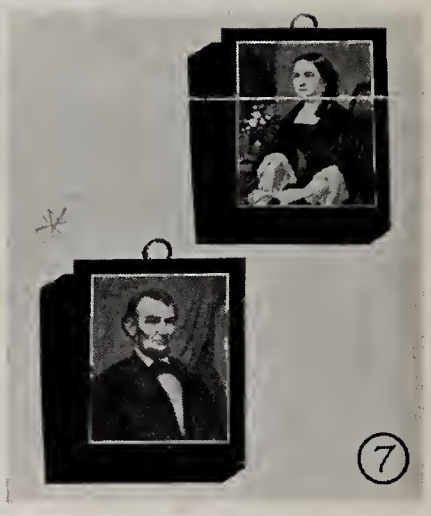
The Panel Displays


THE STORY OF LINCOLN'S BEARD
DO YOU AGREE WITH GRACE BEDELL?
AND THEN LINCOLN GREW A BEARD
DISPLAY COURTESY OF
YOUR NAME HERE
THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Size 3 by 5 feet. Price of panel only $2.50 each—with frame $5.00. Display may be ordered with or without frame. Every panel bears the agent's personal imprint.

LINCOLN MATERIAL





1. Bust by Volk
2. Book Ends (75c)
3. Head by Volk
4. White Marbilite Bust
5. Leatherette Booklets
6. Rebeck Book Ends
7. Pyroglass Miniatures
8. Paper Weight and Letter Opener
9. French Book Ends
10. Gavel
11. Lincoln's Hands
12. Plaque
13. Bust by Votering
14. Bust Book Ends

On this page are pictured many of the Lincoln items described on the new Lincoln Material Order Blank for 1941 (Form 749L) which is attached. Use this blank when placing order.